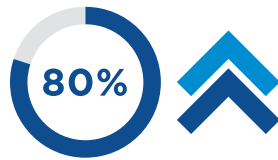


CloroxPro's 2022 Clean Index

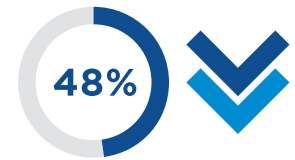


Solving Today's Biggest Challenges in Cleaning and Disinfecting

Two years after the onset of the COVID-19 pandemic, consumers are still not fully comfortable in public spaces. In a 2022 research study conducted by CloroxPro that surveyed more than 550 cleaning professionals and nearly 1,200 consumers, **80% of professional cleaners (pros) cited feeling more pressure to clean and disinfect public spaces**, and yet, **less than half (48%) of consumers** have confidence in the industry's ability to protect the public from germs.



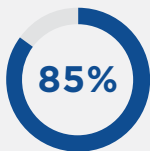
Professional cleaners feel increased pressure to clean and disinfect public spaces



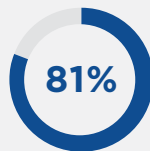
Fewer consumers are confident in the cleaning industry's ability to protect



CloroxPro's 2022 Clean Index study shows there is a need to **close the trust gap between cleaning professionals and consumers**. One way to do this is to find common ground. This year's study confirmed that **Clorox® is one of the most trusted brands among both cleaning professionals and consumers for cleaning and disinfection** to keep spaces properly clean and disinfected at home and in public.



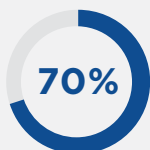
of consumer respondents trust Clorox® to clean **their home**



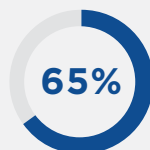
of cleaning professional respondents trust Clorox® to properly clean and disinfect **facilities they manage**



Consumers are willing to roll up their sleeves to help keep public places clean, too.



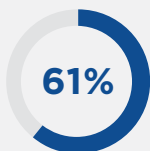
say it is part of **their responsibility to help** keep the public spaces that they go to clean



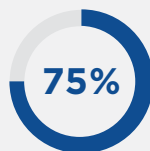
have disinfected **an office, conference room, desk or other public use item** at work



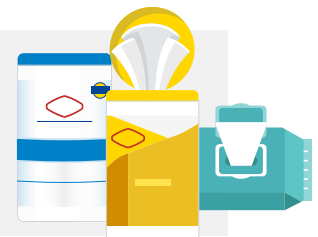
When the reigns of cleaning are outside of a consumer's control, they feel most secure when visual cues are present:



have paid more attention to **visual cues related to cleaning** now than they did prior to the pandemic



agree that availability of **disinfectant wipes** makes them feel safe



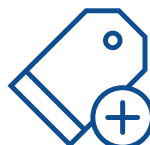
Top Challenges Among Cleaning Industry Professionals

#1



68%
Staffing shortages

#2



58%
Increased cost of supplies

#3



52%
Burnout among staff

The Cleanest Public Spaces



In most cases, cleaning professionals across industries, including building service contractors, facility managers, healthcare environmental services and infection preventionists, were **more likely to rank spaces as clean than the general population.**

¹ Individuals ranking space 4 or 5 on a scale of 1 to 5 where 5 is “very clean and germ free” and 1 is “not at all clean or germ free”.

RANKED CLEANEST TO DIRTIEST¹

		General Population	Cleaning Professionals
1	Medical Facilities	73%	84%
2	Hospitals	69%	84%
3	Office Buildings	42%	57%
4	Restaurants	47%	46%
5	Grocery Stores	40%	38%
6	Schools	33%	47%
7	Parks	37%	29%
8	Retail Stores & Shopping Malls	32%	31%
9	Gyms & Workout Facilities	28%	26%
10	Sporting & Event Arenas	18%	22%
11	Public Bathrooms	16%	10%

Interest in “Eco-conscious” Cleaning on the Rise

CloroxPro’s 2022 Clean Index study also pointed to another key trend: a growing interest for more eco-conscious options that still get the job done efficiently and effectively. In fact, **one in three consumer respondents want to see eco-conscious cleaners be used in ALL public spaces.**



Additionally, cleaning professionals are recognizing the role eco-conscious cleaners play in helping an organization meet greater sustainability commitments.

The success and adoption of eco-conscious cleaners and disinfectants comes down to two key factors: cost and effectiveness. **Two in three cleaning professionals say that eco-conscious cleaners must disinfect as effectively as traditional solutions.**



60% of consumers and cleaning professionals are **interested in eco-conscious products.**



Restaurants and Schools are the #1 and #2 places where consumers and professional cleaners want to see green cleaners used.



45% of cleaning professionals agree that using eco-conscious cleaners helps them meet their facility’s **sustainability goals.**

From making disinfecting wipes available at work or other shared spaces, to finding ways to show cues of cleaning and disinfecting, cleaning professionals can help reassure patrons and navigate current industry challenges.

To learn more about industry trends and find product solutions, go to [CloroxPro.com](https://www.cloroxpro.com).



Data for this report was collected in an April 2022 online survey of a nationally representative U.S. General Population based on age, gender, region, race/ethnicity and income and cleaning industry professionals defined as business service contractors, facility managers in education, office buildings, medical facilities or gyms or infection preventionists.